

U.S. Embassy Spain: Digital Outreach Intern



Project Title	U.S. Embassy Spain: Digital Outreach Intern
Project Summary	Are you interested in public diplomacy, strategic communication, and digital marketing? The Public Diplomacy Section at U.S. Embassy Spain is looking for an intern who thinks creatively to help us develop, implement, and manage email and social media marketing campaigns targeting Spanish audiences.
Country	Spain

Project Description

U.S. Embassy Spain’s Office of Public Diplomacy is looking to improve how it connects with local audiences by developing new channels of communication using e-mail marketing tools such as MailChimp. Our main goal is to develop electronic outreach campaigns that can effectively engage Spanish audiences on themes such as studying in the United States, space exploration, entrepreneurship, and transatlantic security.

We are looking for a virtual intern who can research best practices and develop strategies for us to implement in targeting diverse audiences. Strong research, writing, graphic design, and social media skills are required.

This project will involve a specific set of monthly tasks, as well as long-term digital/social media strategy planning, including but not limited to:

- Marketing campaigns: Develop strategies for and create original campaigns using the MailChimp platform. Measure e-mail marketing analytics and suggest innovative ways to increase and improve engagement with our audiences.
- Graphic design: Create engaging visuals, on an ‘as needed’ basis, related to ongoing e-marketing campaigns, as well as research tools for high resolution and copyright-free images to be used in the campaigns.
- Creative Thinking: Help us brainstorm ways to be more effective at conducting outreach to our audiences.

Required Skills or Interests

Skill(s)

Data analysis

Editing and proofreading

Graphic design
Infographic design
Marketing
Research
Social media management
Writing

Additional Information

None

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Limited working proficiency	Limited working proficiency	Nice to Have